



PATENTS  
IS/118

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant(s) : Henry C. Yuen  
Application No. : 09/807,574 Confirmation No. : 9100  
Filed : April 13, 2001  
For : METHOD AND APPARATUS FOR SELECTIVELY  
SUPPLYING ADVERTISING MESSAGES TO  
VIEWER TERMINALS  
Group Art Unit : 2643

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FEB 13 2004

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Technology Center 2600

REVOCATION OF POWER OF ATTORNEY,  
NEW POWER OF ATTORNEY BY ASSIGNEE,  
CHANGE OF CORRESPONDENCE ADDRESS,  
AND CHANGE OF ATTORNEY DOCKET NUMBER

Under the provisions of 37 C.F.R. § 3.71, the undersigned assignee of record, by virtue of an assignment for which a copy thereof is attached, of the entire interest in the above-identified patent application, hereby elects to conduct the prosecution of the above-identified patent application to the exclusion of the applicant(s). The assignee hereby revokes any powers of attorney previously granted and appoints Wes Monroe, Esq., Reg. No. 39,778, Raymond Tabandeh, Esq., Reg. No. 43,945, Josephine Chang,

Esq., Reg. No. 46,083, Eric Chen, Esq., Reg. No. 43,542, Jeffrey H. Ingerman, Esq., Reg. No. 31,069, Joseph M. Guiliano, Esq., Reg. No. 36,539, Richard M. Feustel, Esq., Reg. No. 46,698, Alexander Shvarts, Esq., Reg. No. 47,943, and Peter F. Snell, Reg. No. 52,235, its attorneys and agents with power of substitution, and with power of appointment of associate attorneys, and of revocation of their powers, to prosecute this application and any divisions, continuations in whole or in part, renewals and reissues of the same, and to transact all business in the Patent and Trademark Office connected therewith;

and assignee requests that communications be sent to:

Alexander Shvarts  
Fish & Neave  
1251 Avenue of the Americas  
New York, New York 10020-1105

and that telephone calls be directed to:

Alexander Shvarts  
(212) 596-9000

and that the attorney docket number be changed to:

IS/118.


Pursuant 37 C.F.R. § 3.73(b), the undersigned hereby certifies that the evidentiary documents have been reviewed and, to the best of assignee's knowledge and belief, title is in assignee.

Pursuant to 37 C.F.R. § 3.73(b)(2)(i), the undersigned hereby certifies that I am authorized to act on behalf of the assignee.

The undersigned hereby declares that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

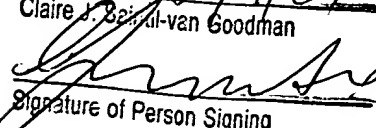
INDEX SYSTEMS, INC.  
ASSIGNEE

1/29/2004  
Date

By:   
Samir Armaly  
Vice President, Intellectual  
Property & Licensing

I hereby certify that this  
Correspondence is being  
deposited with the U.S.  
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Addressed to:  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450 on

2/9/04  
Claire J. Baird-van Goodman

  
Signature of Person Signing

## ASSIGNMENT OF INTERNATIONAL APPLICATION

WHEREAS, I, Henry C. Yuen, having an address at P.O. Box 438, Pasadena, California 91102-0438, have invented certain new and useful improvements disclosed in PCT International Patent Application PCT/US99/23649, filed October 13, 1999, and entitled **METHOD AND APPARATUS FOR SELECTIVELY SUPPLYING ADVERTISING MESSAGES TO VIEWER TERMINALS**, which application includes a designation of the United States of America and with claim to the priority of United States Provisional Application Nos. 60/104,008, filed October 13, 1998 and 60/110,301, filed November 30, 1998;

AND WHEREAS INDEX SYSTEMS, INC., a British Virgin Islands corporation, having a place of business at P.O. Box 71, Craigmuir Chambers, Road Town, Tortola, British Virgin Islands (hereafter, together with any successors, legal representatives or assigns thereof, called "ASSIGNEE") wants to acquire the entire, right title and interest in and to said improvements, said application, and all patents and similar rights hereafter sought or obtained on the said improvements and said Provisional Application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to each of us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to ASSIGNEE the entire right, title and interest in and to said improvements, and said international application and all rights in, to and under that application; and all priority rights under all available International Agreements, Treaties, and Conventions, including the International Convention for the Protection of Industrial Property for every member country, and all applications for patents (including related rights such as utility-model registrations, inventor's certificates, and the like) theretofore, or hereafter filed for said improvements in any participating countries and all rights (including all priority rights) to file in ASSIGNEE's name, international, regional and national applications for patents and related rights on said improvements under and via the Patent Cooperation Treaty in and in respect to such countries (including the United States) as now are or hereafter may be direct or indirect parties to that Treaty and all patents and related rights granted on all such applications, together with all divisions, continuations, reissues, reexaminations, extensions and confirmations of all such applications, patents and related rights; and we authorize and request the United States Commissioner of Patents and Trademarks, and all officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents and the like for said improvements to ASSIGNEE in accordance with the terms of this agreement;

AND I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith;

AND I HEREBY further covenant and agree that I will communicate to ASSIGNEE any facts known to me respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute and reissue applications, make all

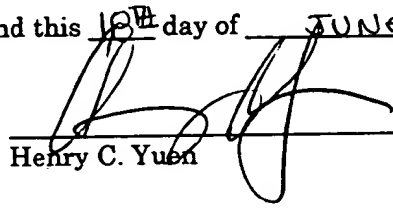
**ASSIGNMENT**  
**Docket No. 36179/WWM/I148**

**Sole**

rightful oaths and generally do everything possible to aid ASSIGNEE to obtain and enforce proper patent protection for said improvements in all countries;

**AND, WITH RESPECT TO THE FOREGOING ASSIGNMENT AND COVENANTS AND IN FURTHERANCE THEREOF**, I hereby grant to ASSIGNEE the right, power and authority to execute all lawful papers and the like for me and in my place and stead in the event of my unavailability for any reason to do so.

IN TESTIMONY WHEREOF, I hereunto set my hand this 10<sup>th</sup> day of JUNE, 20 01.

  
Henry C. Yuen

STATE OF )  
COUNTY OF )

On \_\_\_\_\_, before me \_\_\_\_\_, Notary Public, personally appeared **Henry C. Yuen** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
Signature of Notary

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AMB PAS344074.1-4/20/01 10:55 AM



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TRANSMITTAL LETTER

Sir:

Transmitted herewith is a Revocation of Power of Attorney, New Power of Attorney by Assignee, Change of Correspondence Address, and Change of Attorney Docket Number and a copy of assignment documentation to be filed in the above-identified patent application.

The Director is hereby authorized to charge payment of any additional fees required under 37 C.F.R. §§ 1.16 and 1.17 in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.

I hereby certify that this  
Correspondence is being  
deposited with the U.S.  
Postal Service as First  
Class Mail in an envelope  
Addressed to:  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450 on

2/9/04  
Claire J. Saper/Var Goodman

Signature of Person Signing

Alexander Shvarts  
Registration No. 47,943  
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1251 Avenue of the Americas  
New York, New York 10020-1105  
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